

AHMED HOSNY

PROFESSIONAL MEDIA BUYER | DIGITAL ADVERTISING SPECIALIST

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Portfolio: hosny.top

PROFESSIONAL SUMMARY

Results-driven Media Buyer with six years of experience managing advertising campaigns across Google Ads, Facebook Ads, and TikTok. Leveraging IT background for technical understanding of digital advertising. Proven track record of delivering measurable results through precise targeting, data analysis, and AI techniques. Demonstrated adaptability in remote work environments.

PROFESSIONAL EXPERIENCE

FREELANCE MEDIA BUYER | SELF-EMPLOYED 2018 - Present

Providing comprehensive digital advertising services to diverse clients, focusing on measurable objectives.

Google Ads Campaign Management

- Developing customized advertising strategies for client needs
- Optimizing CTR and reducing CPC through continuous analysis
- Utilizing advanced targeting techniques for audience precision

Facebook & Instagram Campaign Management

- Creating campaigns with precise demographic targeting
- Managing content to increase engagement and conversions
- Analyzing performance to improve ROI

TikTok Campaign Management

- Designing campaigns aligned with platform's nature
- Analyzing trends and measuring campaign effectiveness

Integrated Strategy & AI Implementation

- Creating comprehensive multi-platform strategies
- Conducting A/B testing for optimal ad performance
- Employing AI tools to enhance targeting effectiveness
- Using machine learning to analyze data and extract insights

EDUCATION & CERTIFICATIONS

Bachelor's in Information Technology

Higher Institute of Computer | 2018 - 2021

- Google Ads Certification
- Facebook Blueprint Certification
- TikTok Ads Academy Certification

PROFESSIONAL ACHIEVEMENTS

- Increased client conversion rates by an average of 35% through targeted ad optimization
- Reduced cost-per-acquisition by 28% across multiple client campaigns
- Achieved 156% revenue growth for e-commerce clients through strategic ad placement

TECHNICAL SKILLS

Advertising Platforms

- Google Ads (Advanced)
- Facebook & Instagram Ads Manager (Advanced)
- TikTok Ads (Intermediate)
- Google My Business (Advanced)

Data Analysis & Performance

- KPIs Analysis & ROI Measurement
- A/B Testing & Performance Optimization
- User Behavior Analysis
- Conversion Tracking

Tools & Technologies

- AI Implementation in Digital Marketing
- Data Analysis & Reporting Tools
- Social Media Management Platforms
- Search Engine Optimization (SEO) Tools

SOFT SKILLS

- Strategic & Analytical Thinking
- Communication & Negotiation
- Time Management & Self-Organization
- Problem-Solving & Decision-Making
- Remote Work Capability
- Creativity in Campaign Design

LANGUAGES

- Arabic: Native
- English: Intermediate (Good reading and comprehension)

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- Helped local business achieve 200% ROI through localized Google Ads campaigns
- Expanded client reach to international markets through multi-language ad campaigns
- Implemented AI-driven targeting strategies resulting in 40% improved engagement